

GREATEST CRUISE PROGRAM in Swedish American Line's History



Spacious and tastefully decorated lounges, card rooms, reading rooms, bars, and music rooms give passengers a feeling of rich comfort and coziness. This is the First Class bar.

THE GREATEST CRUISE PROGRAM in the history of the Swedish American Line has been scheduled during the next ten months, says G. Hilmer Lundbeck, Resident Director of the Swedish American Line in New York.

The new M.S. Gripsholm which arrived in New York on May 23rd on her maiden voyage will make two great cruises in the beginning of 1958. The 23,190 ton Gripsholm will sail on January 6th for a 37 day cruise to West Africa and South America calling at Funchal, Casablanca, Tenerife, Dakar, Conakry, Rio de Janeiro, Bahia, Barbados and St. Thomas with rates from \$975 up. On February 15th the 631 foot liner will leave for a 55 day trip Around South America with stops at Havana, San Blas, Cristobal, Balboa, Callao, Valparaiso, Puerto Montt, Punta Arenas, Port Stanley, Buenos Aires, Montevideo, Santos, Rio de Janeiro, Bahia and St. Thomas. Rates for this cruise begin at \$1575. The completely air-conditioned Gripsholm will also make a 14 day Christmas-New Year Cruise from New York, December 21st, rates from \$385.

Other Swedish American Line cruises from New York include four cruises to the West Indies of from 10 to 16 day duration on the world famous cruise liner "Kungsholm" during October and November 1957. A cruise is scheduled for each of the fall holidays; Columbus Day, Halloween, Election Day and Thanksgiving with minimum rates from \$250 for the 10 day cruise to \$400 minimum for the sixteen day trip.

The 21,000 ton Kungsholm which is also completely air-conditioned and like the Gripsholm has all outside cabins each with its own private tub bath or shower, will leave on a 98 day cruise to the South Seas and the Far East on January 17th calling at 22 exotic ports, with rates starting at \$3,100.

The 12,000 ton M.S. Stockholm is to make three cruises to the West Indies sailing from Wilmington, North Carolina on November 9, November 22 and November 30. These cruises which are under charter to Allen Travel Service of New York are of 13, 5 and 6 day duration, and minimum rates of \$295, \$110 and \$125, respectively.

The Stockholm which was the first transatlantic liner to be built with all outside rooms is to sail on an Economy "Viking Cruise" in Tourist Class to Dublin, Glasgow, Bergen, Gothenburg and Copenhagen. The rate for the 13 day trip ending in Copenhagen is \$245. Members may return with the Stockholm or on one of the other ships of the Swedish American Line from Copenhagen or Gothenburg at extra cost.

The
White
Viking
Fleet
offers a
"Smörgåsbord"
of
Exciting
Cruises



G. Hilmer Lundbeck, Resident Director
Swedish American Line, New York

M. S. GRIPSHOLM FACTS AND FIGURES

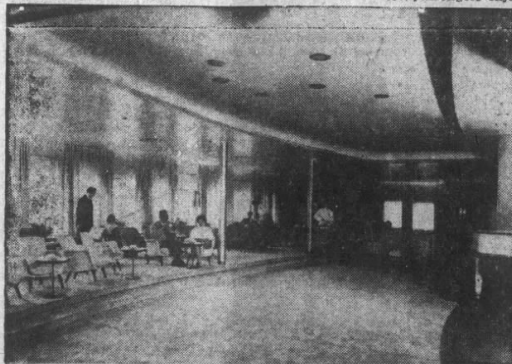
Length overall	631 feet
Beam	82 feet
Number of decks	9
Gross Tonnage	23,190
Contract Speed	19 knots
Total cargo capacity — cubic feet (bale)	82,500
Refrigerated cargo capacity — cubic feet (bale)	5,600
Propulsion	Diesel engines — twin screw
Total capacity — trans-Atlantic	842
— on cruises	450
Total crew — trans-Atlantic	351
— on cruises	450

Naval architects: Technical Departments of the Swedish American Line and the Builders
Builder: The Ansaldo Shipyards Genoa, Italy
Owner: Swedish American Line
Design began: 1932
Keel laid: May 19, 1955
Launched: April 8, 1956
Sponsored by H.R.H. Princess Margaretha of Sweden
Delivered to Swedish American Line at Genoa April 10, 1957

swimming pool, gymnasium, steam baths, and relaxation in deck chairs with rates from \$210 in Tourist Class and \$310 in First Class during the Summer Season. Germany welcomes the traveler with the slogan "Wiederschen with Germany" and accommodations are still obtainable on most sailings throughout the Summer and Fall.

Only thirty short, impressive words were used by Princess Margaretha, oldest granddaughter of King Gustav VI Adolf of Sweden, when she christened the M. S. Gripsholm at Genoa, Italy, on April 8, 1956. They were:

"Thy name is Gripsholm. Might thou honor Italy, the land where thou were built, might thou serve Sweden and gloriously carry the blue and white flag all over the oceans!"



The First Class Lounge on Verandah Deck is uniquely designed with the forward, curved part slightly raised above the main floor. Modern style furniture of palisander wood, upholstered with bright and cheerful textiles, and a rosewood dance floor provides a stunning interior design.



Space and comfort are featured in every state room. Ample dresser space and roomy closets are designed for cruise wardrobes. Above: A corner of a Tourist Class cabin. Most of the cabins are outside and equipped with bath or shower. All of them are completely air-conditioned, and have bedside telephones.